

ENERGY STAR Communications Marketing Working Session





Session Agenda

- ENERGY STAR Annual Planning Calendar Review
- Planning Cycle Discussion
- ENERGY STAR Change the World Community Service Tour
- Tour Networking



You Asked, We Listened!

- You told us that:
 - Longer lead times are imperative for your planning and budgeting cycles.
 - You want some predictability on when ENERGY STAR promotions occur each year.
 - You need materials sooner so you have time to get them integrated into promotions.
 - You want more social media content (these don't have to come as early as other materials).

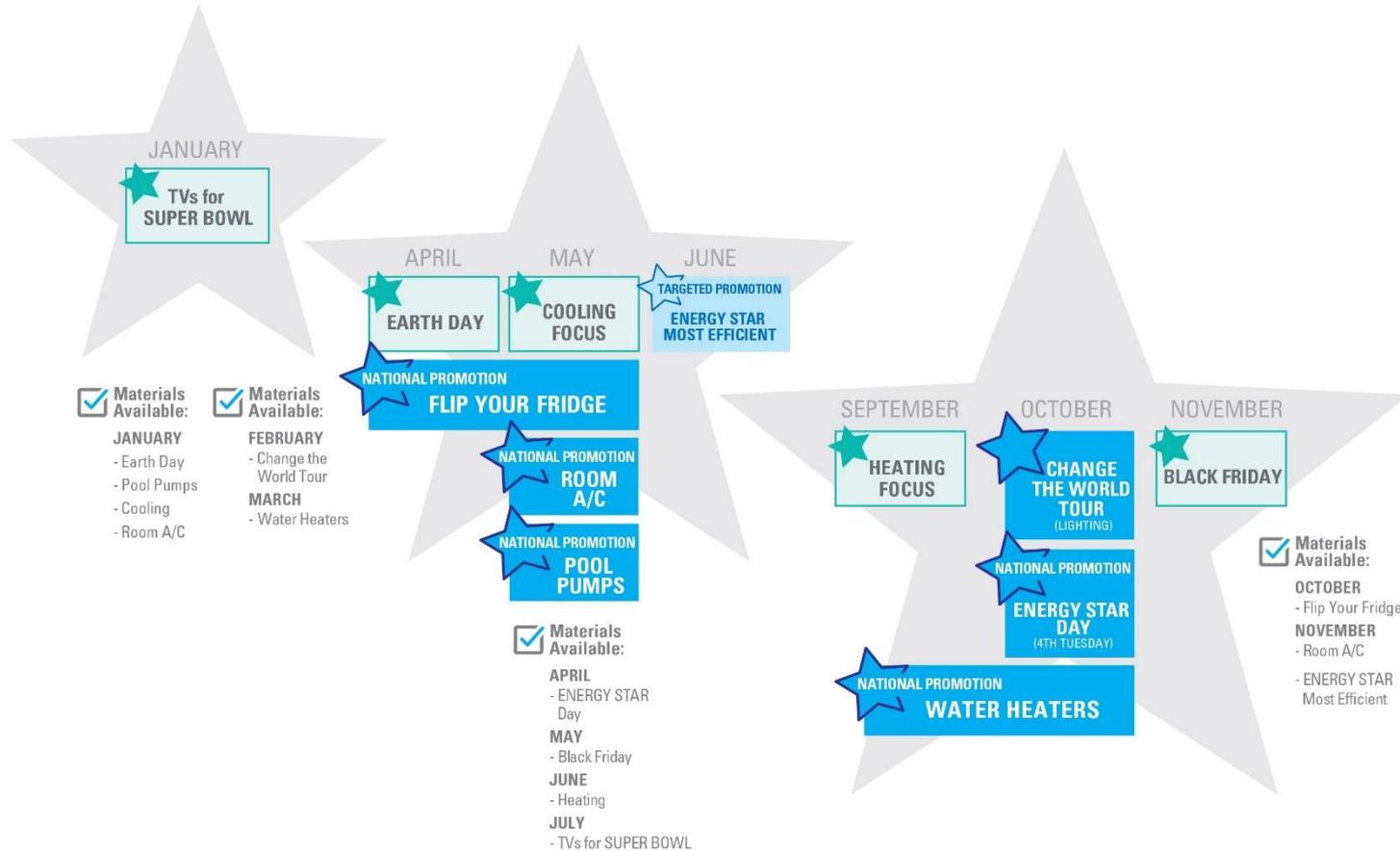


EPA New Planning Objective

- Create an ENERGY STAR campaign and promotions planning calendar that makes it easier for partners to:
 - build the campaigns and promotions into their planning calendars.
 - provide input on EPA's plans.
- EPA is committed to providing longer lead times, with materials available 4-6 months ahead, depending on the nature of the promotion/outreach.



Annual Outreach Plan: ENERGY STAR® PRODUCTS





Discussion Questions

- How does the new calendar look? Any questions/suggestions?
- Is the month before sufficient for social media materials?
- What are the best ways to inform you about ENERGY STAR promotions/campaigns? Webinars? Newsletters/E-blasts?
- What materials are most useful for your participation? Social media messaging? Graphics/web buttons? Template signage?
- Are there other things we can do to make ENERGY STAR more valuable to you?

ENERGY STAR Change the World Community Service Tour

- The Power of Positive Energy
- 2014 Change the World Tour stopped in seven markets
- Supported by more than 20 ENERGY STAR and community partners
- Community service events included energy-efficient makeovers to Boys & Girls Clubs of America and low-income housing, community education, and upgrades to veterans housing



2014 Tour Successes and Lessons Learned

- **Successes**
 - Connected both ENERGY STAR and our partners with message of goodwill brought about by providing energy-savings and improved quality of life to people in need
 - Event based
 - 22 million impressions through digital media
- **Lessons Learned**
 - Explore additional “hooks” for local media
 - Add a residential customer engagement element
 - Allow partners more time to plan tour activities



2016 Tour Concept

Goals

- Community Service AND Behavior Change
 - Like 2014, incorporate a community service element into the tour to help spread goodwill, but also tie in to ongoing energy efficiency program offerings of our partners
 - Engage the residential consumer in behavior change around specific action: Change to ENERGY STAR LED bulbs





2016 Tour Concept

Concept

- Virtual cross-country community service tour – “passing the ENERGY STAR LED torch” from stop to stop
 - At least one stop in each EPA region
- Each tour stop includes a community service element to help incent purchases of ENERGY STAR LED bulbs
 - Example: When a consumer buys a bulb, partner donates a bulb to a person/organization in need
- In each region, energy efficiency program sponsors can decide on their own activities that engage media for their scheduled virtual stop
 - Choose activities that provide a strong media hook and help spread the word to encourage more action. Examples:
 - Local celebrity or runner could bring the ENERGY STAR LED torch (and the call-to-action / goodwill message) to the town
 - Distribution of bulbs to person/organization in need with presentation of goals for entire effort

2016 Tour Concept

- Concept is flexible: energy efficiency program sponsors can create a service project that leverages existing programs and charitable relationships
- EPA provides tour framework, media support, and national recognition for tour
- All energy efficiency program sponsor partners encouraged to participate and leverage ENERGY STAR tools and messaging
- If there is interest, EPA will explore designating a national charity with local community ties to help facilitate distribution of donations.
- Timing: October 2016





2016 Tour Concept

Discussion Questions

- Working Concept: Community service project involving both the donation of certified LED lighting to communities/organizations in need, and the incenting of the purchase of certified LED bulbs to the general public. As an example, a project could include a partner donating ENERGY STAR bulbs to persons/organization in need for every ENERGY STAR LED bulb purchased by a consumer. Is this a feasible structure?
 - Do you think this approach will be appealing to your customers and potentially incent increased engagement?
 - Is choosing the person/organization (charity) to receive the bulbs something that would be easy for you? Or would you want EPA to designate a national charity partner for this donation?



EPA Role and National / Local Support

- Develop national call-to-action theme and supporting materials
 - Tour toolkit available to all partners including key messaging and other content, such as look and feel, graphics, promotional materials, digital messages and materials, etc.
- Potential selection of a national charitable organization for partners to work with
 - this is just an option- partners are free to work with a charity of their choice
- Earned media support, including social media
 - National media outreach about tour
 - Local media support – coordinate with partners and EPA regions to conduct additional local PR outreach to promote partner activities



EPA Role and National Support

- Online support
 - Promotional page on energystar.gov featuring the Change the World tour map and participating partner activities
 - Earned and paid media drives traffic to promo page
 - Other related partner activities can also be highlighted on Change the World Tour map
 - Pledge and My ENERGY STAR: options for partners to promote and track lighting pledges with their customers
- Inclusion in the ENERGY STAR Change the World Tour video, to be promoted on energystar.gov, in social media and at the 2017 ENERGY STAR Partner of the Year Awards Ceremony.

Discussion Questions

- What types of materials would you find most helpful in a toolkit? Messaging? Graphics? Co-brandable templates, etc.?
- If your activities are happening in October, when would you like to get final messaging and materials?
- Is there other support you would find helpful from EPA ENERGY STAR?

Energy Efficiency Program Sponsor Role

- Plan and implement the service project/local tour stop activities
 - Consider best media hook for your community
- Create an LED torch unique to your event or region
- Incorporate ENERGY STAR messaging and LED content from tour toolkit into outreach
- Work with your local community partners to define community service piece – individuals / organizations that receive donated bulbs
 - Schools, Boys & Girls Clubs of America, food banks, United Way, Girl Scouts, etc.
- Leverage your manufacturer and retailer relationships to support donations
- Work with EPA to track impact of your activities
 - Examples: number of consumers purchasing bulbs, number of donations distributed





ENERGY STAR Partners Are Already Planning Great Projects!





Ready to add your name to the map?

- **Submit your proposal to changetheworld@energystar.gov**
- Describe your community service project.
- Description of how your community service project will engage the residential consumer in behavior change around the adoption of ENERGY STAR LED bulbs.
- How does your organization plan to acquire LED bulbs for your promotion? Do you need EPA assistance?
- Will your organization work with a charity/community service organization that you already have a relationship with, or do you want to work with an organization selected by EPA?
- Contact your account manager or Brittney Gordon with questions: Gordon.Brittney@epa.gov



Discussion

- Any Questions?

How Can We Work Together?

